

POPULATION TOTAL	1990 CENSUS	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
UTAH	1,722,850	2,233,169	2,343,691	2,527,974
MEDIAN AGE (YRS)		27.5	28.1	29.1
PROVO, UT	263,590	368,536	397,180	443,600
MEDIAN AGE (YRS)		23.4	23.9	24.8
HISPANICS (ANY RACE)		25,791	29,741	36,160
STATE'S PERCENTAGE		7.00%	7.49%	8.15%

POPULATION BY RACE	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
WHITE	340,388	365,427	405,681
MSA'S PERCENTAGE	92.36	99.16	110.08
MEDIAN AGE (YRS)	23.5	24.1	25.0
BLACK/AFRICAN-AMERICAN	1,096	1,269	1,533
MSA'S PERCENTAGE	0.30	0.34	0.42
MEDIAN AGE (YRS)	19.7	19.2	19.2
AMERICAN INDIAN/NATIVE	2,206	2,399	2,734
MSA'S PERCENTAGE	0.60	0.65	0.74
MEDIAN AGE (YRS)	21.9	22.0	21.5
ASIAN	3,917	4,297	4,979
MSA'S PERCENTAGE	1.06	1.17	1.35
MEDIAN AGE (YRS)	25.7	26.5	27.0
HAWAII/PACIFIC ISLANDER	2,122	2,359	2,772
MSA'S PERCENTAGE	0.58	0.64	0.75
MEDIAN AGE (YRS)	21.9	21.6	21.1
OTHER	11,974	13,924	17,018
MSA'S PERCENTAGE	3.25	3.78	4.62
MEDIAN AGE (YRS)	23.0	23.7	24.2

POPULATION BY LOCALITY	2003 ESTIMATED	2008 PROJECTED
URBAN	66,968	72,642
SUBURBAN	308,208	343,431
RURAL	22,004	27,527

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INCOME	2003 ESTIMATED	2008 PROJECTED	
HOUSEHOLD MEDIAN	\$52,816	-----	
PER CAPITA	\$18,027	-----	
EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
TOTAL EXPENDITURES	\$4,820,261,000	\$6,709,808,000	39.20%
FOOD AT HOME TOTAL	\$639,192,600	\$793,871,800	24.20%
FOOD AWAY FROM HOME TOTAL	\$484,312,200	\$670,206,800	38.38%
FOOD AS % OF TOTAL EXPENDITURES	23.31%	21.82%	-----
FOOD AT HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS (ALL TYPES)	\$118,871,700	\$148,787,800	25.17%
FISH & SEAFOOD PRODUCTS	\$11,060,600	\$13,862,100	25.33%
FRUITS & VEGETABLES	\$68,408,000	\$83,609,900	22.22%
DAIRY PRODUCTS	\$73,529,400	\$90,944,100	23.68%
BAKERY PRODUCTS	\$66,787,300	\$80,524,300	20.57%
CEREALS & PRODUCTS	\$37,072,800	\$46,942,900	26.62%
PREPARED FOODS	\$108,813,300	\$136,127,700	25.10%
JUICES	\$16,683,000	\$20,425,700	22.43%
FOOD AWAY FROM HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
BREAKFAST & BRUNCH	\$31,989,200	\$48,437,700	51.42%
FAST FOOD	\$15,008,300	\$21,889,700	45.85%
FULL SERVICE	\$16,980,900	\$26,548,000	56.34%
LUNCH	\$122,277,500	\$167,061,900	36.63%
FAST FOOD	\$79,597,000	\$105,429,200	32.45%
FULL SERVICE	\$42,680,500	\$61,632,700	44.40%
DINNER	\$171,992,900	\$242,950,400	41.26%
FAST FOOD	\$77,921,900	\$103,533,000	32.87%
FULL SERVICE	\$94,071,000	\$139,417,400	48.20%

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FOOD AT HOME EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS			
MEATS (ALL TYPES)	\$1,098	\$1,222	11.29%
POULTRY	\$321	\$360	12.15%
EGGS	\$59	\$64	8.47%
FISH & SEAFOOD			
FRESH	\$50	\$55	10.00%
FROZEN	\$33	\$38	15.15%
CANNED	\$20	\$20	0.00%
FRUITS / VEGETABLES			
FRESH	\$437	\$479	9.61%
CANNED	\$99	\$110	11.11%
FROZEN	\$69	\$71	2.90%
OTHER	\$28	\$26	-7.14%
DAIRY PRODUCTS			
FRESH MILK & CREAM	\$222	\$240	8.11%
CHEESE	\$178	\$187	5.06%
ICE CREAM	\$105	\$115	9.52%
BUTTER / MARGARINE	\$51	\$63	23.53%
BAKERY PRODUCTS			
BREAD & PRODUCTS	\$480	\$516	7.50%
COOKIES	\$86	\$91	5.81%
CRACKERS	\$51	\$54	5.88%
CEREALS & PRODUCTS			
CEREALS	\$199	\$215	8.04%
PASTA PRODUCTS	\$61	\$72	18.03%
FLOUR & MIXES	\$53	\$63	18.87%
RICE	\$29	\$35	20.69%
PREPARED FOODS			
SNACKS/CHIPS	\$162	\$190	17.28%
JUICES	\$154	\$168	9.09%
FROZEN/PREP. OTHER	\$131	\$154	17.56%
SOUPS	\$76	\$88	15.79%
SAUCES & GRAVIES	\$86	\$86	0.00%
BABY FOOD	\$65	\$73	12.31%
FROZEN MEALS	\$45	\$52	15.56%
NUTS	\$34	\$37	8.82%
SALADS	\$30	\$36	20.00%

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